Visit Sweden News Room

Kiruna: Gateway to Sweden´s Arctic Wonders and Sámi Heritage Now More Accessible

SAS Launches Direct Route Between Copenhagen and Kiruna

To meet the growing demand for Arctic and winter tourism, SAS will introduce a direct flight between Copenhagen and Kiruna, starting 12 December 2024. With direct flights daily from London Heathrow, this fascinating destination has never been so accessible, allowing British travellers to access Kiruna's unique winter attractions and 2029´s European Capital of Culture.

Nestled 200 kilometres north of the Arctic Circle, Kiruna is a captivating city in Swedish Lapland, a region spanning a quarter of Sweden. It holds deep cultural significance as part of Sápmi, the traditional homeland of the Sámi people, whose heritage extends across northern Scandinavia. Also renowned for its northern lights, the original Icehotel, and outdoor nature activities making it an increasingly popular destination.

The new route will operate from 12 December 2024 to 27 April 2025, with flights on Thursdays and Sundays, and additional Saturday flights during the Christmas and New Year period. Return prices start from GBP 120 per person from London. SAS has already confirmed plans to extend the service for the 2025/26 winter season.

SAS Vice President Network, Henrik Winell, noted: *"Demand for tourism in Swedish Lapland is growing significantly. This route not only supports Arctic tourism but also provides northern Sweden's residents with efficient connections to Europe and beyond."*

With departures almost fully booked over the festive season, SAS encourages travellers to secure their tickets soon. For year-round access to Kiruna, SAS offers flights via Stockholm, connecting seamlessly with its extensive network.

This new route enhances connectivity to Sweden´s northernmost region while promoting sustainable tourism and supporting local economies.

Why Kiruna?

- **Outdoor activity hotspot:**

Surrounded by diverse landscapes, from forests and rivers to mountains like Sweden's highest peak,Kebnekaise, Kiruna offers year-round activities for outdoor enthusiasts. Visitors can enjoy hiking the famous King´s Trail Kungsleden, skiing, dog sledding, and snowshoe walking, making it a dream destination for nature lovers.

- **Northern lights, polar night and midnight sun:**

Kiruna is famed for natural phenomena like the Northern Lights, best seen between September and March, and the Midnight Sun, visible from late May to mid-July. During the Polar Night in December and early January, the city is illuminated only by the moon, snow, and the "blue hour" – a brief daily twilight when the sky glows deep blue.

Aurora Sky Station in Abisko – an hour's drive from central Kiruna – is known as one of the best places in the world to marvel at the Northern Lights.

At the opposite end of the spectrum, theMidnight Sun offers 24-hour daylight during the summer months. To experience this natural phenomenon, plan your visit between late May and mid-July. For an added adventure, you can even combine it with skiing as late as Midsummer at the Riksgränsen ski resort.

- **The land of the Sámi people:**

The region is also a gateway to Sámi culture, where visitors can engage inauthentic experiences with local hosts like Nutti

Sámi Siida and Giron Reindeer. These offer insights into Sámi traditions, including reindeer herding, an enduring practice in the area.

Kiruna's unique blend of stunning Arctic landscapes and rich Sámi heritage makes it a must-visit destination for those seeking adventure and cultural discovery.

More information on Kiruna: https://kirunalap land.se/en/

Press Images:

- https://imagebank.sweden.se/my-selections/bpxfqqd5f
- https://share.mediaflow.com/en/?6INEWXAQUL

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